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Assessing the Influence of Shopee Advertising and Campaigns on Local Shoe Purchase Decisions

ABSTRACT

This thesis addresses the growing trend of online shopping systems, highlighting the convenience offered by online shops through communication technology. The main problem under investigation is the factors influencing purchasing decisions in this digital marketplace. The research focuses on a shoe retail company, which utilizes online platforms such as Shopee for product sales. The primary objective of this study is to assess how advertising and campaigns impact purchasing decisions. The chosen methodology is a quantitative approach, carried out within the context of at a shoe retail company, allowing for an empirical analysis of these influences. The results reveal that advertising has a significant impact on purchasing decisions, while campaigns also contribute meaningfully. The findings indicate that these two variables collectively account for a substantial influence on purchasing decisions, with additional unexamined factors having a smaller impact. This research contributes novelty by providing insights into the specific influence of advertising and campaigns within an online marketplace context. The implications of these findings suggest that at a shoe retail company should focus on enhancing these variables to optimize their marketing strategies and improve purchasing decisions.

Keywords: Advertising, Campaign, Purchasing Decision, Online Shopping, Marketplace.

INTRODUCTION

Management, derived from the Old French word meaning "the art of doing and organizing" and the Italian term "maneggiare," which means "to control," particularly in the context of handling horses, plays a crucial role in organizing resources effectively. Management involves controlling six essential elements—man, methods, machines, money, material, and market—aimed at optimizing their use to achieve organizational goals. Management includes collaboration among employees, executing functions like planning, organizing, staffing, directing, and controlling to reach set objectives efficiently. Furthermore, that management serves as the core of administration, facilitating results through organizational processes. Management combines the art and science of allocating resources to reach specified goals. In marketing management, the focus shifts to the analysis, planning, implementation, and oversight of programs designed to create and maintain beneficial exchanges with target buyers. This definition underscores the importance of understanding market dynamics to capitalize on opportunities and address potential threats. Advertising emerges as a vital tool within marketing, particularly with the rise of digital platforms, where various forms of advertisements aim to raise awareness and entice consumers to purchase products. The functions of advertising include informing target audiences, persuading them to buy, maintaining product memory, adding value to marketed goods, and supporting broader company efforts. Campaigns are another strategy for promoting products or services through various channels such as newspapers, radio, television, and social media, aiming to maximize outreach and impact on the public.

Advertising serves as a vital communication medium frequently utilized in economic activities to introduce products to consumers. As an essential marketing tool for goods and services, advertisements must effectively present and promote products to the audience. This process involves creating a connection between the company and consumers, thereby facilitating communication about the products offered. Advertising influences consumer buying behavior by initially generating interest

in the products. Consumers perceive advertisements as windows of information that guide their product choices. For producers, advertising acts as a promotional medium that communicates the quality and characteristics of products to the public, including both adults and children. Clear information in advertisements is crucial for prospective consumers, as it aids them in making informed purchasing decisions.

Marketing strategies in the form of campaigns effectively engage audiences and stimulate consumer interest in purchasing products. (Hannan, Piramita & Purba, 2023) Employing the stimulus-response theory, this research explores how marketing campaigns function. A social marketing campaign encompasses components designed to encourage audiences or consumers to change their existing behaviors toward the desired direction (Hanaysha, 2022). According to this theory, elements like messages, audiovisuals, and repetition serve as primary stimuli that shape responses, particularly interest in purchasing. Furthermore, online campaigns incorporate multiple stimuli within a single brand activation concept, demonstrating that supporting stimuli can significantly impact purchasing interest, often more so than the primary stimuli themselves.

Advertising is a form of indirect communication based on information regarding the advantages and benefits of a product. (Rathee & Milfeld, 2024) In relation to purchasing decisions, research by Alsharif, Salleh, Al-Zahrani & Khraiwish (2022) and Rodgers & Nguyen (2022) indicates that the advertising variable has a positive and significant impact on consumer buying decisions. Conversely, a study by Ho Nguyen, Nguyen-Viet, Hoang Nguyen & Hoang Le (2022) found that while advertising positively affects purchasing decisions, the impact is not significant. From this analysis, it can be concluded that both advertising and campaigns influence consumer buying decisions, though the extent of this influence may vary. This suggests a complex relationship between promotional efforts and consumer behavior, highlighting the importance of effective advertising strategies in driving purchases.

METHOD

In this study, the researcher employs a quantitative method utilizing descriptive and verificative research approaches. This choice arises from the need to explore the relationships among various variables and to present a structured and factual depiction of these interconnections. Descriptive research aims to determine the value of independent variables without making comparisons or linking them to other variables, thus leading to conclusive results. On the other hand, verificative research serves to test theories, aiming to generate new scientific information that assesses the status of hypotheses, ultimately concluding whether a hypothesis is accepted or rejected. The research object focuses on at a shoe retail company, where data collection involves primary data pertaining to consumer behavior, advertising effectiveness, and marketing campaigns. For data quality testing, the researcher will utilize validity and reliability tests to ensure the accuracy and consistency of the data collected. Validity will assess whether the instruments measure what they are intended to, while reliability will evaluate the consistency of the results over time. Data analysis will involve path analysis, a statistical technique that allows the researcher to examine the direct and indirect relationships among variables. This method will elucidate the pathways through which advertising and campaigns influence consumer purchasing decisions, providing a comprehensive understanding of their impacts in the context of at a shoe retail company.

The researcher adopts a quantitative research method, integrating descriptive and path analysis techniques. The focus is on shoe retail companies, specifically examining the influence of three variables: Advertising (X1), Campaign (X2), and Purchasing Decision (Y). Data collection involves utilizing a Likert scale, which is effective for measuring attitudes, opinions, and perceptions among individuals regarding social phenomena. This scale allows respondents to express their views on the

advertising and campaign strategies employed by at a shoe retail company. To assess data quality, validity and reliability tests are conducted. Validity determines the accuracy of the research instruments, measuring whether the collected data accurately reflects the reality of the object under study. Validity is tested by correlating individual item scores with the total scores. In this research, the initial validity test will utilize SPSS software to ascertain the validity of the research instruments. Reliability testing examines the consistency of measurement across the same object over time. The Cronbach's Alpha coefficient is employed to evaluate instrument reliability, with a reliability index deemed acceptable when it is greater than or equal to 0.700. The descriptive method aims to analyze how advertising and campaigns impact online purchasing decisions for shoes in at a shoe retail company. Path analysis will serve as the main analytical technique, facilitating the examination of direct and indirect relationships among the variables, thereby providing nuanced insights into how advertising and campaigns influence consumer behavior. Overall, this methodological framework helps clarify the connections between advertising, campaigns, and purchasing decisions, contributing valuable insights to the field of marketing.

RESULT AND DISCUSSION

After distributing the questionnaire to 45 respondents who had purchased footwear products at at a shoe retail company, the results were processed to determine the validity of the provided statements. To test the validity of the statements for each variable used in this study, the author utilized SPSS 25 software. The question item with a Cronbach Alpha greater than 0.300 is categorized as good, meaning it can be declared valid and processed for the next stages. The following presents the results of the validity test for the research variables employed by the author.

Reliability refers to the extent to which a measurement is free from random errors, thus producing consistent results. The reliability test is conducted on the questions or statements that have already been deemed valid. A set of statements is considered reliable if its reliability coefficient is greater than or equal to 0.700.

No Items	Score		
	X1	X2	Y
VALIDITY	0.488	0.542	0.766
	0.768	0.720	0.779
	0.765	0.639	0.783
	0.810	0.714	0.839
	0.780	0.789	0.851
	0.676	0.668	0.835
	0.832	0.767	0.776
	0.789	0.812	0.875
	0.754	0.836	0.804
	0.820	0.871	0.550
	0.898	0.759	0.686
	0.798	0.873	0.730

	0.805	0.621	0.502
	0.790	0.747	0.514
	0.837	0.777	0.457
REABILITY	0.949	0.941	0.924

The validity index scores for all items in the questionnaire related to Advertising (X1) and Campaign (X2) concerning Purchasing Decision (Y) exceed 0.300. Therefore, it can be concluded that all statement items in the questionnaire for each research variable are valid and can be used for further analysis. The results of the reliability test indicate that all variables fall into the reliable category, as their scores exceed 0.700. Therefore, the research instruments used for each variable in this study can be regarded as reliable and truly serve as effective measurement tools with a high level of stability. This means that if these instruments are used repeatedly, the results of subsequent tests will remain consistent.

The data quality test results show that both the validity and reliability of the variables in this study meet the required criteria. For validity, the correlation coefficients for the variables indicate that they surpass the threshold for acceptable validity, confirming that the statements for each variable are valid. In terms of reliability, the results reveal that all variables fall into the reliable category, as their scores significantly exceed the acceptable level for reliability. This means that each variable can be considered a dependable measurement tool. As a result, the research instruments utilized for each variable in this study are reliable and effective for measurement purposes. They demonstrate a strong level of stability, indicating that repeated use of these instruments will yield consistent results. This reinforces the credibility and trustworthiness of the findings obtained from the research.

The findings of this study indicate a significant influence of advertising and campaigns on purchasing decisions. This aligns with the research conducted by Garg et al. (2023), who emphasize that emotional advertising significantly affects consumers' purchase intentions. Their study illustrates how various consumer decision-making styles can mediate the effects of advertising, indicating that tailored emotional appeals can drive higher engagement and lead to increased purchase likelihood. Additionally, the work of Rodgers and Nguyen (2022) reinforces the notion that ethical advertising practices, particularly those informed by artificial intelligence, can shape consumer pathways toward making purchase decisions. Their research suggests that well-crafted advertisements, which consider ethical implications, not only enhance consumer trust but also facilitate better decision-making processes. Together, these studies highlight the critical role of both advertising and campaign strategies in influencing consumer behavior. Effective use of emotional appeals, alongside ethical considerations, can significantly enhance the impact of marketing efforts, ultimately leading to improved purchasing decisions. This reinforces the conclusions drawn in this research regarding the positive effects of advertising and campaigns on consumer purchasing behavior.

RESULT PATH ANALYSIS

Variables	**Coefficient**
Advertising (X1)	0.550
Campaign (X2)	0.433

The results from the path analysis reveal the influence of advertising and campaigns on purchasing decisions, represented by the values associated with each variable. The coefficient for Advertising (X1) shows a strong positive impact, indicating that it accounts for a significant portion of the variance in purchasing decisions. This suggests that effective advertising strategies are crucial in encouraging consumer interest and driving purchases. The coefficient for Campaign (X2) also demonstrates a positive influence, though it is relatively lower in comparison to advertising. This implies that while campaigns are still important for shaping consumer behavior and decisions, they may not be as impactful as direct advertising efforts in this context.

The research findings reveal significant insights into how advertising and campaigns influence purchasing decisions. Sesar et al. (2022) highlight that advertising disclosure and the credibility of influencers play crucial roles in shaping consumers' purchase intentions. Their study indicates that when consumers perceive advertisements as transparent and influenced by credible figures, their likelihood of making a purchase increases. Halkiopoulos et al. (2022) discuss the application of neuromarketing to understand cognitive consumer behavior. They emphasize that advertising that aligns with consumer emotions and cognitive processes can significantly impact decision-making, especially in the tourism sector. By tapping into emotional triggers, advertisers can enhance the effectiveness of their campaigns.

Hussain et al. (2023) integrate the Stimulus-Organism-Response (SOR) model to examine how Instagram-sponsored advertising affects purchase intentions. Their findings suggest that engaging advertisements can stimulate an emotional response, leading to a higher likelihood of purchase. Additionally, Ashraf et al. (2023) explore the role of social media influencers in shaping consumer purchase decisions through parasocial relationships. Their research indicates that when consumers develop a sense of connection with influencers, they are more likely to be inspired to make purchases. Pop et al. (2022) investigate the impact of social media influencers on travel decisions, emphasizing the importance of trust throughout the consumer decision journey. Their findings illustrate that trust can significantly amplify the effectiveness of advertising campaigns, ultimately guiding consumers toward making purchasing decisions. This research demonstrates that effective advertising and campaigns, particularly those leveraging influencers and emotional engagement, play critical roles in influencing consumer purchasing behavior.

CONCLUSION

In conclusion, the data analysis shows that at a shoe retail company has effectively implemented advertising and campaign strategies, positively influencing purchasing decisions. The top-performing statements for advertising highlight that the products align with their actual representation and that there are numerous positive reviews. However, areas like brand memorability and simplicity in advertising need improvement. For the campaign variable, the highest scores reflect consumer interest in free shipping vouchers and significant discounts, indicating that promotional strategies are resonating well with the audience. Nonetheless, indicators related to product bundling and the use of vouchers could be optimized further for better engagement.

Limitations of this research include a reliance on subjective responses, which could introduce bias, and the focus on a single company, limiting the generalizability of findings. Future research could expand the sample size and include comparative analyses with other brands to provide a broader perspective on advertising and campaign effectiveness. Moving forward, I recommend that at a shoe retail company enhance brand memorability by choosing a more memorable name and simplifying advertising content to capture consumer interest better. For campaigns, leveraging promotional events like shopping holidays and utilizing dead stock for bundling offers could drive sales more effectively. Additionally, following up with bulk buyers to offer special pricing and maintaining the cash on

delivery (COD) option will cater to diverse consumer preferences and potentially increase conversion rates. This multi-faceted approach can further enhance purchasing decisions and overall brand success.

REFERENCES

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